

**WKMG**

## ORDER

Print Date 10/24/12 Page 1 of 2

Flight Dates 10/25/12-11/05/12

**Contract / Revision**      **262572 /**  
**Original Date / Revision**  
10/19/12    10/24/12  
**Advertiser****Pol/ J Demings/ ORNG CTY/**

Agency **Abar-Hutton Media, LLC**

## Buying Contact

**6190 Grovedale Ct.  
Suite 200  
Alexandria, VA 22310-2552**

Primary Account Executive  
Kristen Waskie

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Kristen Waskie    | 100%   |            |          |

**Product**  
**DEMINGS 4 OC SHERIFF**

**Agency Com**      15%

**Billing Contact**

/

**6190 Grovedale Ct.**  
**Suite 200**  
**Alexandria, VA 22310-2552**

|                     |     |
|---------------------|-----|
| <u>Sales Office</u> | PHI |
| <u>Sales Region</u> | NAT |
| Agency Ref          |     |

|                         |                 |     |      |
|-------------------------|-----------------|-----|------|
| <u>Order Sep</u>        | 00:15:00        |     |      |
| <u>Estimate #</u>       | <b>648</b>      |     |      |
| <u>Alt Order #</u>      | <b>06383915</b> |     |      |
| <u>Billing Type</u>     | Cash            |     |      |
| <u>Order Type</u>       | GENERAL         |     |      |
| <u>Billing Cycle</u>    | EOM/EOC         |     |      |
| <u>Billing Calendar</u> | BROADCAST       |     |      |
| <u>Demographic</u>      | A35+            |     |      |
| <u>Rev Codes</u>        | AGY             | POL | CAND |
| <u>Product Codes</u>    | PL-Candidate    |     |      |
| <u>Priority</u>         | P-3             |     |      |
| <u>Advertiser Ref</u>   |                 |     |      |

Order Share 100% Market Value 6800

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE             | %          | 0      |
| WESH              | %          | 0      |
| WFTV              | %          | 0      |
| WKCF              | %          | 0      |
| WOFL              | %          | 0      |
| WOPX              | %          | 0      |
| WRBW              | %          | 0      |
| WRDQ              | %          | 0      |

## Order Totals

| Month         | # of Spots | Net Amount        | Gross Amount      | Rating      |
|---------------|------------|-------------------|-------------------|-------------|
| October 2012  | 1          | \$1,445.00        | \$1,700.00        | 0.00        |
| November 2012 | 3          | \$4,335.00        | \$5,100.00        | 0.00        |
| <b>Totals</b> | <b>4</b>   | <b>\$5,780.00</b> | <b>\$6,800.00</b> | <b>0.00</b> |

### Billing Plan

| Start Date | End Date | # Spots | Net Amount | Gross Amount |
|------------|----------|---------|------------|--------------|
| 10/01/12   | 10/28/12 | 1       | \$1,445.00 | \$1,700.00   |
| 10/29/12   | 11/04/12 | 3       | \$4,335.00 | \$5,100.00   |

|                    |           |                   |                 |                                |                   |                       |         |                 |               |                         |               |            |             | <u>Totals</u> |            |
|--------------------|-----------|-------------------|-----------------|--------------------------------|-------------------|-----------------------|---------|-----------------|---------------|-------------------------|---------------|------------|-------------|---------------|------------|
| Ln                 | Ch        | Start             | End             | Inventory Code                 | Break             | Start/End Time        | Days    | Len             | Spots         | Rate                    | Pri           | Rtg        | Type        | Spots         | Amount     |
| E 1                | WKMG      | 10/28/12          | 10/28/12        | Sun 11p News<br>Sun 11p News   | CM                | 11-1135p              | -----1  | :30             | 1             | \$1,700.00              | P-3           | 0.00       | NM          | 1             | \$1,700.00 |
|                    |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                | <u>Spots/Week</u> |                       |         |                 | <u>Rate</u>   |                         | <u>Rating</u> |            |             |               |            |
| Week:              |           | 10/22/12          | 10/28/12        | -----1                         | 1                 |                       |         |                 | \$1,700.00    |                         | 0.00          |            |             |               |            |
| E 2                | WKMG      | 10/31/12          | 11/04/12        | M-SU 11p News<br>M-SU 11p News | CM                | 11-1135p              | --W---S | :30             | 2             | \$1,700.00              | P-3           | 0.00       | NM          | 2             | \$3,400.00 |
|                    |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                | <u>Spots/Week</u> |                       |         |                 | <u>Rate</u>   |                         | <u>Rating</u> |            |             |               |            |
| Week:              |           | 10/29/12          | 11/04/12        | --W---S                        | 2                 |                       |         |                 | \$1,700.00    |                         | 0.00          |            |             |               |            |
| <u>Spot</u>        | <u>Ch</u> | <u>Date Range</u> |                 | <u>Description</u>             |                   | <u>Start/End Time</u> |         | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u>             |               | <u>Rtg</u> | <u>Type</u> |               |            |
| 1                  | WKMG      | 10/29/12-11/04/12 |                 | M-SU 11p News                  |                   | 11-1135p              |         | --W-----Su      | :30           | <del>(\$1,700.00)</del> |               | 0.00       | NM          |               |            |
| See MG 2.3         |           |                   |                 |                                |                   |                       |         |                 |               |                         |               |            |             |               |            |
| 3                  | WKMG      | 10/29/12-11/04/12 |                 | Sun 11p News after NFL         |                   | Late News             |         | -----Su         | :30           | \$1,700.00              |               | 0.00       | NM          |               |            |
| Ⓜ MG for 2.1 11/04 |           |                   |                 |                                |                   |                       |         |                 |               |                         |               |            |             |               |            |



WKMG

Print Date: 10/24/12

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Contract / Revision **262572** Flight Dates **10/25/12-11/05/12**

Hiatus Dates

Original Date / Revision 10/19/12/ 10/24/12

Order Sep 00:15:00

Advertiser **Pol/ J Demings/ ORNG CTY** Product **DEMINGS 4 OC SHERIFF**

Estimate # **648**

|                |      |                   |                 |                          |                   |                |             |     |               |            |     |      |      | Totals |            |            |
|----------------|------|-------------------|-----------------|--------------------------|-------------------|----------------|-------------|-----|---------------|------------|-----|------|------|--------|------------|------------|
| Ln             | Ch   | Start             | End             | Inventory Code           | Break             | Start/End Time | Days        | Len | Spots         | Rate       | Pri | Rtg  | Type | Spots  | Amount     |            |
| E 4            | WKMG | 10/29/12          | 10/29/12        | News at 7p<br>News at 7p | CM                | 7-7:30p        | 1-----      | :30 | 1             | \$1,700.00 | P-3 | 0.00 | NM   | 1      | \$1,700.00 |            |
|                |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |        |            |            |
| Week: 10/29/12 |      | 10/29/12          | 11/04/12        | 1-----                   | 1                 |                | \$1,700.00  |     | 0.00          |            |     |      |      |        |            |            |
|                |      |                   |                 |                          |                   |                |             |     |               |            |     |      |      | Totals | 4          | \$6,800.00 |